The listing of the claims will replace all prior versions, and listings of claims in the application.

In the Claims

1. (Previously presented) A system for determining which non-internet advertisements direct which web clicks to a web site comprising:

a database comprising information about a user's non-internet media buys which includes advertising on television, radio and newspaper ads;

a second database comprising a user's IP addresses and date and time user logs onto said web site;

said system comparing information from said first database with information from said second database to determine which of said non-internet advertisements generated said web clicks and providing said information to a user;

said non-internet media buys comprising:

date and time of non-internet advertising; type of non-internet advertising; location of non-internet advertisement and an expiration date for said non-internet advertisement.

2. (Previously presented) The system of claim 1 further comprising:

a report which shows which of said non-internet advertisements generated said web clicks.

3. (Cancelled)

4. (Previously Presented) The system of claim 1 wherein said information about a user's non-internet media buys further comprises the demographics of said non-internet advertisement.

5. (Previously Presented) The system of claim 1 wherein said information about a user's non-internet media buys further comprises the cost of said non-internet advertisement.

6. (Previously presented) The system of claim 1 further comprising:

a report which shows which of said web clicks do not correspond to an advertisement.

7. (Previously presented) A method for determining which non-internet advertisements direct which web clicks to a web site comprising:

inputting information about a user's non-internet media buys into a database;

inputting information about a user's IP addresses and date and time user logs onto said web site into a second database;

comparing information from said first database with information said second database;

determining which of said non-internet advertisements generated said web clicks and providing said information to a user;

said non-internet advertisements including advertising on television, radio, and newspaper ads.

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8. (Previously presented) The method of claim 7 further comprising;

generating a report which shows which of said non-internet advertisements generated said web clicks.

9. (Previously Presented) The method of Claim 7 further comprising;

determining cost efficiency of said advertisements.

10. (Currently Amended) A method for determining which non-internet advertisements direct which web clicks to a website comprising;

advertising by an internet company through use of television, radio and/or newspaper ads;

~~providing~~ entering information concerning where said ads are being run demographically and date and time ads are run to a database of a system;

~~storing~~ entering information regarding said ads ~~in~~ into said database;

~~storing~~ entering into said database times of day a person logs onto a site along with location of person logging onto said site using an IP address;

~~subtracting~~ removing from said system from said stored internet information internet traffic from links from other websites and not from direct logins to said website;

comparing timing and location of advertising to timing and location of when a user logs onto said internet site through said system;

determining through said system which source of advertising caused a user to log on to said internet site.

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